

REP HEADLINE# 6778094  
\$\$\$ UNAPPROVED REV #1 \$\$\$

REF: TEL# 703-516-9399  
CREDIT ADVISORY: AGENCY  
ORDER WORKSHEET

FAX# 703-516-9680  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
\*\*CHANGES\*\*  
AUG21/12 17.10  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/PRIORITIES USA ACTION  
AGY # AGY. NAME MUNDY KATOWITZ MEDIA

1322 G STREET SE

WASHINGTON, DC 20003

REP.# OFF.# SALESMAN #

BUYER NAME MEDIA PLACEMENT

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6278094

CLASS: NATL. LOCAL REGIONAL

PRDCT PRIORITIES USA ACTION EST#1563 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG21/12 17.10

REP: REVISION  
SUBJECT CHANGE LN'S 15,31,42  
TTL SAME  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019  
PRIORITIES USA ACTION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
15	NZ		730P-800P	30		\$1,500.00	10/8	10/8	1		MON	1
AGENCY ADVERTISER CODE = 321 AGENCY PRODUCT CODE = 340 AGENCY EST# = 1563												
PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT												
31	NZ		700P-730P	30		\$1,300.00	10/2	10/2	1		TUE	1
PROGRAM : 7P NEWS CON COM1: 7P NEWS												

NOV 01 2012

8/22/12 FIC (28)

REP HEADLINE# C278034  
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!  
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG21/12 17.10  
 \*\*\*CHANGES\*\*\* \*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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42	NZ		730P-800P	30		\$1,300.00	10/3	10/3	1		WED	1
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PROGRAM : ENT TONIGHT  
 CON COM1: ENT TONIGHT

OCT/12 45825.00

CONTRACT TOTAL 45825.00  
 TOTAL SPOTS 42

MARKET TOTALS \$2,112,500 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%  
 WMOX 0% WXPX 0% WWSB 6% CABL 0%

SHARES ACCURATE

SVC- NSI  
 DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

REP HEADLINE# 6278094  
\*\*\* ORIGINAL REV#0 \*\*\*

REF: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP  
AUG14/12 14.1  
\*\*\* WFLA-TV \*\*\*

ADV # ADV. NAME ISS/PRIORITIES USA ACTION REP. # OFF. # SALESMAN #  
AGY # AGY. NAME MUNDY KATOWITZ MEDIA BUYER NAME MEDIA PLACEMENT

1322 G STREET SE SALES PRSN WA- MEGHAN MCGARR (H)  
WASHINGTON, DC 20003

ORDER # CONTRACT # 6278094 CLASS: NATL. LOCAL REGIONAL

PRDCT PRIORITIES USA ACTION EST#1563 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT2/12 OCT8/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG14/12 14.14

REP: NEW ORDER  
TTL \$45,825 @42X  
PLEASE CONFIRM  
THANKS! BRIAN FOR MEGHAN

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
ELECTRONIC INVOICES ARE TO BE SENT TO AGENCY IDB#9914019  
PRIORITIES USA ACTION

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 321 AGENCY EST# = 1563  
AGENCY PRODUCT CODE = 340

1			1235A-135A	30		\$300.00	10/5	10/5	1		FRI	1
PROGRAM : J FALLON-NBC<												
CON COM1: J FALLON-NBC<												
2			200P-300P	30		\$400.00	10/5	10/5	1		FRI	1
PROGRAM : RACHAEL RAY												
CON COM1: RACHAEL RAY												

REP HEADLINE# 6278094  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 14.1  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CU	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
3			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$725.00	10/5	10/5	1		FRI	1
4			600P-630P PROGRAM : NWSCH CON COM1: NWSCH	30		\$2,000.00	10/5	10/5	1		FRI	1
5			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,000.00	10/5	10/5	1		FRI	1
6			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,200.00	10/5	10/5	1		FRI	1
7			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/5	10/5	1		FRI	1
8			1000A-1030A PROGRAM : NEWS CON COM1: NEWS	30		\$350.00	10/8	10/8	1		MON	1
9			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$800.00	10/8	10/8	1		MON	1
10			500P-530P PROGRAM : NWSCH8 AT 5P CON COM1: NWSCH8 AT 5P	30		\$1,500.00	10/8	10/8	1		MON	1
11			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/8	10/8	1		MON	1

REF HEADLINE# 02/8034  
 \*\*\* ORIGINAL REV#0 \*\*\*

REF: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP  
 AUG14/12 14.1  
 \*\*\* WFLA-TV \*\*\*

LINE#	REF	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,250.00	10/8	10/8	1		MON	1
13			630P-700P PROGRAM : NWSCH CON COM1: NWSCH	30		\$5,000.00	10/8	10/8	1		MON	1
14			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,400.00	10/8	10/8	1		MON	1
15			730P-800P PROGRAM : <del>EXTRA&lt;</del> CON COM1: <del>EXTRA&lt;</del>	30		\$1,500.00	10/8	10/8	1		MON	1
16			900A-1000A PROGRAM : NWSCH8 SAT-AM CON COM1: NWSCH8 SAT-AM	30		\$500.00	10/6	10/6	1		SAT	1
17			900A-1000A PROGRAM : NWSCH8 SUN-AM CON COM1: NWSCH8 SUN-AM	30		\$450.00	10/7	10/7	1		SUN	1
18			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$1,700.00	10/4	10/4	1		THU	1
19			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$250.00	10/4	10/4	1		THU	1
20			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/4	10/4	1		THU	1

REF HEADLINE# 6278094  
 \*\*\* ORIGINAL REV#0 \*\*\*

REF: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 14.1  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
21			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/4	10/4	1		THU	1
22			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,250.00	10/4	10/4	1		THU	1
23			600A-700A PROGRAM : NC8 TODAY@6AM CON COM1: NC8 TODAY@6AM	30		\$1,000.00	10/4	10/4	1		THU	1
24			630P-700P PROGRAM : NWSCH CON COM1: NWSCH	30		\$4,500.00	10/4	10/4	1		THU	1
25			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/4	10/4	1		THU	1
26			1135P-1237A PROGRAM : TONITE SHW-NBC< CON COM1: TONITE SHW-NBC<	30		\$675.00	10/2	10/2	1		TUE	1
27			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/2	10/2	1		TUE	1
28			400P-500P PROGRAM : DR OZ CON COM1: DR OZ	30		\$725.00	10/2	10/2	1		TUE	1
29			530A-600A PROGRAM : NC8 TODAY@5:30 ORD COM1: 3Q/SEPT RATES CON COM1: NC8 TODAY@5:30	30		\$450.00	10/2	10/2	1		TUE	1

REP HEADLINE# 6278094  
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 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
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AUG14/12 14.1  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	: SPTS
30			530P-600P PROGRAM : NWSCH8 @5:30P CON COM1: NWSCH8 @5:30P	30		\$1,250.00	10/2	10/2	1		TUE	1
31			700P-730P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,300.00	10/2	10/2	1		TUE	1
32			700A-900A PROGRAM : TODAY SHW CON COM1: TODAY SHW	30		\$1,200.00	10/2	10/2	1		TUE	1
33			900A-1000A PROGRAM : TODAY SHW2-NBC CON COM1: TODAY SHW2-NBC	30		\$950.00	10/2	10/2	1		TUE	1
34			1000A-1030A PROGRAM : NEWS CON COM1: NEWS	30		\$350.00	10/3	10/3	1		WED	1
35			1100P-1135P PROGRAM : NEWS CHANNEL 8 CON COM1: NEWS CHANNEL 8	30		\$1,700.00	10/3	10/3	1		WED	1
36			1235A-135A PROGRAM : J FALLON-NBC CON COM1: J FALLON-NBC	30		\$300.00	10/3	10/3	1		WED	1
37			1200N-100P PROGRAM : TODAY SHW3-NBC CON COM1: TODAY SHW3-NBC	30		\$250.00	10/3	10/3	1		WED	1
38			200P-300P PROGRAM : RACHAEL RAY CON COM1: RACHAEL RAY	30		\$400.00	10/3	10/3	1		WED	1

REP HEADLINE# 6278094  
 \*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
 ORDER WORKSHEET HARRIS REPORT FROM REP

AUG14/12 14.1  
 \*\*\* WFLA-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
39			600P-630P	30		\$2,000.00	10/3	10/3	1		WED	1
PROGRAM : NWSCH												
CON COM1: NWSCH												
40			600A-700A	30		\$1,000.00	10/3	10/3	1		WED	1
PROGRAM : NC8 TODAY@6AM												
CON COM1: NC8 TODAY@6AM												
41			700A-900A	30		\$1,200.00	10/3	10/3	1		WED	1
PROGRAM : TODAY SHW												
CON COM1: TODAY SHW												
42			730P-800P	30		\$1,300.00	10/3	10/3	1		WED	1
PROGRAM : EXTRA<												
CON COM1: EXTRA<												
OCT/12 45825.00												CONTRACT TOTAL 45825.00
												TOTAL SPOTS 42

MARKET TOTALS \$2,112,500 WFLA 18% WFTS 15% WTSP 23% WTVT 26% WTOG 3% WTTA 4% WMOR 5%  
 SHARES ACCURATE WMOX 0% WXPX 0% WWSB 6% CABL 0%  
 SVC- NSI  
 DEMOS- RA35+\*



Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 745 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	45825	Campaign Ref:	E:120821101
Buyer:	" "	Client/Product/Estimate:	321 /340 /1563	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06278094
Est./PO Number:	06278094	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Priorities Usa Actio	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
1	M-F 1237a ET / 1137p CT Late Night ...F..	02	300	30 Comme	Nbr of Spots	1	1	300
2	M-F 2p Rachael Ray ...F..	02	400	30 Comme	Nbr of Spots	1	1	400
3	M-F 4p Dr Oz ...F..	03	725	30 Comme	Nbr of Spots	1	1	725
4	M-F 6p News ...F..	02	2000	30 Comme	Nbr of Spots	1	1	2000
5	M-F 6a News ...F..	02	1000	30 Comme	Nbr of Spots	1	1	1000
6	M-F 7a Today Show ...F..	02	1200	30 Comme	Nbr of Spots	1	1	1200
7	M-F 9a Today Show II ...F..	02	950	30 Comme	Nbr of Spots	1	1	950
8	M-F 10a News M.....	01	350	30 Comme	Nbr of Spots	1	1	350
9	M-F 1135p ET / 1035p CT Tonight Show	03	800	30	Nbr of Spots	1	1	800
Weekly Totals: Total Spots(Ord Spots)					34	8	42	

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 745 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Priorities Usa Action/ Issue	Submission Cost: 45825	Campaign Ref: E:120821101
Buyer: "	Client/Product/Estimate: 321 /340 /1563	Sales Rep: HRP Washington, DC
Schedule Dates: 10/01/12 to 10/14/12	Weeks: 2	Order Ref: 06278094
Est./PO Number: 06278094	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
10	M-F 5p News M.....	02	1500	30 Comme		1	1	1500
11	M-F 530a News M.....	02	450	30 Comme		1	1	450
12	M-F 6a News M.....	02	1250	30 Comme		1	1	1250
13	M-F 630p ET / 530p CT NBC Nightly News M.....	01	5000	30 Comme		1	1	5000
14	M-F 7a Today Show M.....	02	1400	30 Comme		1	1	1400
15	M-F 730p Entertainment Tonight M.....	02	1500	30 Comme		1	1	1500
16	Sat 9a News .....S.	02	500	30 Comme	1		1	500
17	Sun 9a News .....S	02	450	30 Comme	1		1	450
18	M-Su 11p News ...T...	02	1700	30 Comme	1		1	1700
19	M-F 12p Today Show III ...T...	02	250	30 Comme	1		1	250
20	M-F 3p Doctors ...T...	03	450	30 Comme	1		1	450
<b>Weekly Totals:</b> Total Spots(Ord Spots)					34	8	42	

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 745 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	45825	Campaign Ref:	E:120821101
Buyer:	..	Client/Product/Estimate:	321 /340 /1563	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06278094
Est./PO Number:	06278094	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
21	M-F 530a News ...T...	02	450	30 Comme	Nbr of Spots	1	1	450
22	M-F 530p News ...T...	02	1250	30 Comme	Nbr of Spots	1	1	1250
23	M-F 6a News ...T...	02	1000	30 Comme	Nbr of Spots	1	1	1000
24	M-F 630p ET / 530p CT NBC Nightly News ...T...	02	4500	30 Comme	Nbr of Spots	1	1	4500
25	M-F 9a Today Show II ...T...	02	950	30 Comme	Nbr of Spots	1	1	950
26	M-F 1135p ET / 1035p CT Tonight Show ...T...	03	675	30 Comme	Nbr of Spots	1	1	675
27	M-F 3p Doctors ...T....	03	450	30 Comme	Nbr of Spots	1	1	450
28	M-F 4p Dr Oz ...T....	03	725	30 Comme	Nbr of Spots	1	1	725
29	M-F 530a News ...T....	02	450	30 Comme	Nbr of Spots	1	1	450
30	M-F 530p News ...T....	02	1250	30 Comme	Nbr of Spots	1	1	1250
<b>Weekly Totals:</b> Total Spots(Ord Spots)					34	8	42	

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Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 745 Issue 1



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Tampa, FL 33601

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Original

Client:	Priorities Usa Action/ Issue	Submission Cost:	45825	Campaign Ref:	E:120821101
Buyer:		Client/Product/Estimate:	321/340/1563	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/01/12 to 10/14/12	Weeks:	2	Order Ref:	06278094
Est./PO Number:	06278094	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
31	M-F 7p News ..T....	02	1300	30 Comme	Nbr of Spots	1	1	1300
32	M-F 7a Today Show ..T....	02	1200	30 Comme	Nbr of Spots	1	1	1200
33	M-F 9a Today Show II ..T....	02	950	30 Comme	Nbr of Spots	1	1	950
34	M-F 10a News ..W....	01	350	30 Comme	Nbr of Spots	1	1	350
35	M-Su 11p News ..W....	02	1700	30 Comme	Nbr of Spots	1	1	1700
36	M-F 1237a ET / 1137p CT Late Night ..W....	02	300	30 Comme	Nbr of Spots	1	1	300
37	M-F 12p Today Show III ..W....	02	250	30 Comme	Nbr of Spots	1	1	250
38	M-F 2p Rachael Ray ..W....	02	400	30 Comme	Nbr of Spots	1	1	400
39	M-F 6p News ..W....	02	2000	30 Comme	Nbr of Spots	1	1	2000
40	M-F 6a News ..W....	02	1000	30 Comme	Nbr of Spots	1	1	1000
41	M-F 7a Today Show ..W....	02	1200	30 Comme	Nbr of Spots	1	1	1200
Weekly Totals					Total Spots(Ord Spots)	34	8	42

Mundy Katowitz Media, Inc.  
1322 G Street SE  
Washington DC 20003

Priorities Usa Action/ Issue  
Submission Number 745 Issue 1



WFLA-TV  
P.O. Box 1410  
Tampa, FL 33601

PHONE (813) 228-8888

Original

<b>Client:</b> Priorities Usa Action/ Issue	<b>Submission Cost:</b> 45825	<b>Campaign Ref:</b> E:120821101
<b>Buyer:</b> ..	<b>Client/Product/Estimate:</b> 321 /340 /1563	<b>Sales Rep:</b> HRP Washington, DC
<b>Schedule Dates:</b> 10/01/12 to 10/14/12	<b>Weeks:</b> 2	<b>Order Ref:</b> 06278094
<b>Est/PO Number:</b> 06278094	<b>Contract type:</b> Political	<b>Business Type:</b> POLITICAL
<b>Associated Copies:</b> No		<b>Business Category:</b> Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/01	10/08	Total	Cost
42	M-F 730p Entertainment Tonight ..W....	02	1300	30 Comme	1		1	1300
Weekly Totals: Total Spots(Ord Spots)					34	8	42	

Grand Totals				Month 10 Weeks: 4			
Totals		10/01		10/08			
Spots	42		34				8
Cost	45825		33575				12250

<b>Grand Totals:</b>	<b>Spots:</b> 42
	<b>Gross Total:</b> 45,825.00
	<b>Commission:</b> 6,873.75
	<b>Net Total:</b> 38,951.25



# WFLA-TV

## A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 228-8888  
Fax (813) 221-5787

### INVOICE / AFFIDAVIT

21725  
Mundy Katowitz Media, Inc.  
1322 G Street SE  
WASHINGTON DC 20003

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Priorities Usa Action/ Issue  
PROD: Priorities Usa Actio

2012  
INVOICE DATE 10/28/12 E:120821101  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033225  
PAGE 1  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/01/12-10/14/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 321 /340 /1563  
Desc: 06278094

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 1237a ET / 1137p CT Late N									
	300.00	1	1	10/05	FR	01:20A	30 PRATV1219 :30 Commercial	300.00	
M-F 2p Rachael Ray									
	400.00	2	1	10/05	FR	02:58P	30 USATV02 :30 Commercial	400.00	
M-F 4p Dr Oz									
	725.00	3	1	10/05	FR	04:56P	30 PRATV1219 :30 Commercial	725.00	
M-F 6p News									
	2000.00	4	1	10/05	FR	06:10P	30 USATV02 :30 Commercial	2000.00	
M-F 6a News									
	1000.00	5	1	10/05	FR	06:40A	30 PRATV1219 :30 Commercial	1000.00	
M-F 7a Today Show									
	1200.00	6	1	10/05	FR	08:35A	30 USATV02 :30 Commercial	1200.00	
M-F 9a Today Show II									
	950.00	7	1	10/05	FR	09:59A	30 PRATV1219 :30 Commercial	950.00	
M-F 10a News									
	350.00	8	1	10/08	MD	10:09A	30 PRATV1219 :30 Commercial	350.00	
M-F 1135p ET / 1035p CT Tonigh									
	800.00	9	1	10/08	MO	12:31A	30 PRATV1219 :30 Commercial	800.00	
M-F 5p News									
	1500.00	10	1	10/08	MD	05:28P	30 PRATV1219 :30 Commercial	1500.00	
M-F 530a News									
	450.00	11	1	10/08	MD	05:53A	30 PRATV1219 :30 Commercial	450.00	
M-F 6a News									
	1250.00	12	1	10/08	MO	06:58A	30 PRATV1219 :30 Commercial	1250.00	
M-F 630p ET / 530p CT N8C Nigh									
	5000.00	13	1	10/08	MD	06:59P	30 PRATV1219 :30 Commercial	5000.00	
M-F 7a Today Show									
	1400.00	14	1	10/08	MD	08:47A	30 PRATV1219 :30 Commercial	1400.00	

\*\*\* Continued \*\*\*

PERIOD COST	45,825.00	42 Total Units			
		ACTUAL GROSS BILLING	45,825.00	Debits	.00
		AGENCY COMMISSION	6,873.75	Credits	.00
		NET DUE	38,951.25	SUB-TOTALS	.00
				TOTAL RECONCILING	.00

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**WFLA-TV**  
P.O. Box 1410  
Tampa, FL 33601



ADVERTISER  
Priorities Usa Action/ Issue  
PRODUCT  
Priorities Usa Actio

INVOICE NUMBER 0100033225  
BROADCAST MONTH 10/01/2012 - 10/28,  
AMOUNT DUE 38,951.25

REMIT TO:

\*00207

000021725  
Mundy Katowitz Media, Inc.  
1322 G Street SE  
WASHINGTON DC 20003

WFLA-TV  
REMITTANCE PROCESSING CENTER  
P.O. BOX 26425  
RICHMOND VA 23260-6425



400900020 00000000021725 00000100033225 003895125 0



# WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street  
Tampa, FL 33606  
Tele (813) 288-8888  
Fax (813) 221-5787

## INVOICE / AFFIDAVIT

21725  
Mundy Katowitz Media, Inc.  
1322 G Street SE  
WASHINGTON DC 20003

REP: WFLA (Washington Dc)  
SLSP: HRP Washington, DC  
ADV: Priorities Usa Action/ Issue  
PROD: Priorities Usa Actio

2012  
INVOICE DATE 10/28/12 E:120821101  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033225  
PAGE 2  
BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/01/12-10/14/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS.

REF#: 321 /340 /1563  
Desc: 06278094

SCHEDULE				ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS#	PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS
M-F 730p Entertainment Tonight						*WFLA			
1500.00	15	1		10/08	MD	07:55P	30 PRATV1219	1500.00	:30 Commercial
Sat 9a News						*WFLA			
500.00	16	1		10/06	SA	09:59A	30 PRATV1219	500.00	:30 Commercial
Sun 9a News						*WFLA			
450.00	17	1		10/07	SU	09:47A	30 PRATV1219	450.00	:30 Commercial
M-Su 11p News						*WFLA			
1700.00	18	1		10/04	TH	11:24P	30 USATV02	1700.00	:30 Commercial
M-F 12p Today Show III						*WFLA			
250.00	19	1		10/04	TH	12:29P	30 USATV02	250.00	:30 Commercial
M-F 3p Doctors						*WFLA			
450.00	20	1		10/04	TH	03:14P	30 PRATV1219	450.00	:30 Commercial
M-F 530a News						*WFLA			
450.00	21	1		10/04	TH	05:59A	30 PRATV1219	450.00	:30 Commercial
M-F 530p News						*WFLA			
1250.00	22	1		10/04	TH	05:41P	30 USATV02	1250.00	:30 Commercial
M-F 6a News						*WFLA			
1000.00	23	1		10/04	TH	06:21A	30 USATV02	1000.00	:30 Commercial
M-F 630p ET / 530p CT NBC Nigh						*WFLA			
4500.00	24	1		10/04	TH	06:59P	30 PRATV1219	4500.00	:30 Commercial
M-F 9a Today Show II						*WFLA			
950.00	25	1		10/04	TH	09:56A	30 PRATV1219	950.00	:30 Commercial
M-F 1135p ET / 1035p CT Tonigh						*WFLA			
675.00	26	1		10/02	TU	12:30A	30 PRATV1219	675.00	:30 Commercial
M-F 3p Doctors						*WFLA			
450.00	27	1		10/02	TU	03:26P	30 PRATV1219	450.00	:30 Commercial
M-F 4p Dr Dz						*WFLA			
725.00	28	1		10/02	TU	04:55P	30 USATV02	725.00	:30 Commercial
M-F 530a News						*WFLA			
450.00	29	1		10/02	TU	05:57A	30 USATV02	450.00	:30 Commercial
M-F 530p News						*WFLA			
1250.00	30	1		10/02	TU	05:56P	30 PRATV1219	1250.00	:30 Commercial
M-F 7p News						*WFLA			
1300.00	31	1		10/02	TU	07:10P	30 USATV02	1300.00	:30 Commercial
M-F 7a Today Show						*WFLA			
1200.00	32	1		10/02	TU	08:56A	30 PRATV1219	1200.00	:30 Commercial
M-F 9a Today Show II						*WFLA			
950.00	33	1		10/02	TU	09:59A	30 USATV02	950.00	:30 Commercial
M-F 10a News						*WFLA			
350.00	34	1		10/03	WE	10:29A	30 USATV02	350.00	:30 Commercial
M-Su 11p News						*WFLA			
1700.00	35	1		10/03	WE	11:31P	30 PRATV1219	1700.00	:30 Commercial
M-F 1237a ET / 1137p CT Late N						*WFLA			
300.00	36	1		10/03	WE	01:26A	30 USATV02	300.00	:30 Commercial
M-F 12p Today Show III						*WFLA			
250.00	37	1		10/03	WE	12:28P	30 PRATV1219	250.00	:30 Commercial
M-F 2p Rachael Ray						*WFLA			
									:30 Commercial

\*\*\* Continued \*\*\*

PERIOD COST 45,825.00

42 Total Units  
ACTUAL GROSS BILLING 45,825.00  
AGENCY COMMISSION 6,873.75  
NET DUE 38,951.25

SUB-TOTALS Debits .00  
Credits .00  
TOTAL RECONCILING .00

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21725  
Mundy Katowitz Media, Inc.  
1322 G Street SE  
WASHINGTON OC 20003

REP: WFLA (Washington Dc)  
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ADV: Priorities Usa Action/ Issue  
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2012  
INVOICE DATE 10/28/12 E: 120821101  
ORDER TYPE Political WFLA  
INVOICE NUMBER 0100033225  
PAGE 3 BROADCAST MONTH 10/01/2012 - 10/2  
SCHEDULE DATES 10/01/12-10/14/12  
Standard Broadcast Month  
TERMS: NET 30 DAYS

REF#: 321 /340 /1563  
Desc: 06278094

SCHEDULE			ACTUAL BROADCAST				RECONCILIATION	
DESCRIPTION	PRICE	RT/SS# PER	DATE	DAY	TIME	LENGTH M/G FOR PRODUCT DESCRIPTION	PRICE	REMARKS DEBIT/CREDIT
M-F 6p News	400.00	38 1	10/03	WE	02:13P	30 USATV02	400.00	
					*WFLA	:30 Commercial		
M-F 6a News	2000.00	39 1	10/03	WE	06:12P	30 PRATV1219	2000.00	
					*WFLA	:30 Commercial		
M-F 7a Today Show	1000.00	40 1	10/03	WE	06:42A	30 USATV02	1000.00	
					*WFLA	:30 Commercial		
M-F 730p Entertainment Tonight	1200.00	41 1	10/03	WE	08:56A	30 PRATV1219	1200.00	
					*WFLA	:30 Commercial		
M-F 730p Entertainment Tonight	1300.00	42 1	10/03	WE	07:54P	30 USATV02	1300.00	
Total Airtime Gross Spot Revenue:						45,825.00		

PERIOD COST 45,825.00

42 Total Units  
ACTUAL GROSS BILLING 45,825.00  
AGENCY COMMISSION 6,873.75  
NET DUE 38,951.25

SUB-TOTALS Debits .00  
Credits .00  
TOTAL RECONCILING .00

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